

MAY 18-19 HISPANIC COMMUNITY EVENT NEWSPAPER PLAN

**CALLE OCHO FESTIVAL**  
 MIAMI MARCH 10  
 El Nuevo Horizonte  
 Miami Latin American  
 Museum  
 Miami Latin America  
 MARCH TOTALS

**LA FIESTA BROADWAY**  
**LOS ANGELES 31 26**  
U. Mondo  
The Newspaper Group  
a Opinion  
Southern Group Publications

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## HISPANIC MEDIA 9SE

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EVENT/MARKET/DATE NEWSPAPERS	PUB DAY	CIRC	DIM	COLS	TOTAL COL. IN RATE	OPEN	COLOR CHANGE	2-COLOR CHANGE	FULL PAGE	# OF INS	TOTAL COST PP. 2C	MIS. DATES
						CHARGE	2C RATE	CHARGE	2C RATE	INS	PP. 2C	
EL NUEVO SIGLO <sup>2</sup>	THR	18.0	10 1/2 X 14	6	96	\$100.00	\$200.00	\$488.00	\$1,120.00	1	\$1,120.00	10/24
EL NUEVO SIGLO <sup>2</sup>		64.0										
ORLANDO TOTAL												
TIMEPA papers												
PAN AMERICAN FESTIVAL												
WALKER/November 10	DAILY	102.2	13 X 21	6	120	\$46.75	\$944.00	\$624.00	\$5,988.50	1	\$17,675.50	11/23, 11/25, 11/27, 11/28
EL Nuevo Herald	WED	97.7	10 X 13	6	65	\$24.45	\$208.00	\$256.00	\$1,844.25	3	\$5,682.75	08/20, 11/16
El Tiempo												
EL Nuevo Herald	WED	97.7	13 X 21	6	120	\$20.00	\$700.00	\$700.00	\$4,480.00	2	\$5,980.00	11/23, 11/27, 11/28
EL Nuevo Laredo Americano												
EL Nuevo Perico												
EL Voz De La Cite												
MIA TOTALS												
LOS TEJEROS CONCERT												
SAN JOSE/November 30	WED	75.0	10 13/14 X 13	6	65	\$52.00	\$468.00	\$500.00	\$3,860.00	1	\$3,860.00	11/27
EL Matutino	WED	75.0	13 X 21	6	120	\$22.39	\$160.00	\$300.00	\$3,121.14	1	\$3,121.14	11/27
Almeria Metro News	WED	35.0	13 X 21	6	120	\$15.00	\$224.00	\$500.00	\$2,360.00	1	\$2,360.00	11/27
El Tiempo Latino	WED	35.0	13 X 21	6	120	\$22.50	\$458.00	\$522.00	\$3,222.00	1	\$3,222.00	11/27
El Bohemio News	WED	25.0	13 X 21	6	120	\$22.00	\$175.00	\$760.00	\$2,222.00	1	\$2,222.00	11/27
El Observador	WED	25.0	13 X 21	6	120	\$30.00	\$500.00	\$4,080.00	\$1,495.00	1	\$1,495.00	11/28
LA OFERTA Review	WED/SAT	25.0	10 13/14 X 13	6	65	\$17.00	\$160.00	\$300.00	\$1,485.00	1	\$1,485.00	11/28
Hablanos	FRI	25.0	13 X 16	6	70	\$14.00	\$150.00	\$480.00	\$1,644.00	1	\$1,644.00	11/27
El Reportero	FRI	25.0	10 13/14 X 14	6	120	\$17.00	\$200.00	\$460.00	\$1,580.00	1	\$1,580.00	11/27
San Francisco Latino	WED	20.0	13 X 21	6	120	\$18.00	\$175.00	\$350.00	\$2,618.00	1	\$2,618.00	11/27
LA Voz Latina												
SAN JOSE TOTAL												

REFI		REFI										
GRAND TOTALS												

**MARLBORO HISPANIC COMMUNITY EVENT NEWSPAPER PLAN**

EVENT/NAME/DATE NEWSPAPERS	PUB. DAY	CIRC.	DM.	COLS	TOTAL COL. IN	OPEN RATE	COLOR CHARGE	2-COLOR CHARGE	FULL PAGE CHARGE	1/OF INS	TOTAL COST PP/2C	INS. DATES
<b>ROBERTO BARRERA'S HOUSTON/TUESDAY 28</b>												
Surana	WED	126.0	10 5x10 x 13	4	64	\$37.00	\$160.00	\$250.00	\$2,664.00	2	\$5,390.00	6/15, 6/22
La Informacion	THUR	84.0	10 25 x 14	6	44	\$35.00	\$125.00	\$250.00	\$2,560.00	2	\$4,770.00	6/16, 6/23
La Buena Sueno	FRI	76.0	10 34 x 14	6	64	\$25.00	\$125.00	\$250.00	\$2,350.00	1	\$4,750.00	5/24
El Major	THUR	56.0	13 X 21	6	126	\$20.00	\$300.00	\$300.00	\$2,320.00	1	\$4,650.00	5/23
La Voz	WED	55.0	13 X 21	6	126	\$23.00	\$250.00	\$400.00	\$3,238.00	1	\$3,298.00	5/22
Que Onde	FRI	30.0	10 X 12.5	6	72	\$20.00	\$106.00	\$216.00	\$1,656.00	1	\$1,656.00	
<b>HOUSTON TOTAL</b>		<b>395.3</b>							<b>\$15,159.00</b>	<b>4</b>	<b>\$30,214.00</b>	

<b>118th STREET FESTIVAL NEW YORK/July 8</b>												
El Especial	WED	76.0	10 5 X 13	4	52	\$40.00	\$150.00	\$300.00	\$2,460.00	1	\$2,460.00	5/22, 5/25
El Diario La Prensa	SUN-FRI	80.0	9 13 19 X 13 1/2	6	81	\$47.25	\$350.00	\$450.00	\$4,277.25	3	\$12,851.75	6/2, 6/5, 6/7
La Voz Hispana	WED	58.0	8 75 X 14	4	56	\$30.30	\$250.00	\$500.00	\$2,200.00	1	\$2,200.00	6/5
Impacto Latin News Continental	WED	53.0	10 X 14	5	70	\$42.00	\$250.00	\$500.00	\$1,440.00	1	\$1,440.00	6/5
Noticias Del Mundo	DOM Y M-F	36.0	10 X 14	5	70	\$34.00	\$100.00	\$200.00	\$2,650.00	1	\$2,650.00	6/6
<b>NEW YORK TOTAL</b>		<b>317.0</b>							<b>\$450.00</b>	<b>1</b>	<b>\$1,163.86</b>	<b>6/7</b>
									<b>\$15,159.00</b>	<b>4</b>	<b>\$25,756.71</b>	

<b>PORT BLISS SUMMERFEST EL PASO/August 11</b>												
El Dia De Juanz & Diens De Christiana	DAILY	95.0	19 X 21	6	108	\$13.00	\$400.00	\$120.00	\$2,304.00	1	\$2,304.00	5/6, 5/9
Yesterdays	THUR	38.0	13 X 22.1/4	6	133.5	\$17.44	\$228.00	\$228.00	\$2,413.24	1	\$2,413.24	5/6
Norte de Ciudad Juarez	DAILY	23.0	13 X 21	6	126	\$14.00	\$100.00	\$200.00	\$1,964.00	1	\$1,964.00	5/6
<b>EL PASO TOTAL</b>		<b>117.5</b>							<b>\$7,081.24</b>	<b>3</b>	<b>\$7,081.24</b>	

<b>L.A. COUNTY FAIR POROBIA/CAB/September 8</b>												
Tu Mundo	THR	340.0	10 X 12	6	60	\$40.32	\$350.00	\$700.00	\$5,565.20	2	\$11,110.40	8/22, 8/23
West Newspaper Group	WED	317.7	13 X 21.5	6	123	\$75.00	\$427.50	\$824.20	\$10,484.20	2	\$20,968.40	8/23, 8/24
La Opinion	DAILY	100.0	13 X 21.5	6	123	\$30.35	\$320.00	\$535.00	\$4,450.15	2	\$8,900.30	8/23, 8/24
Eastern Group Publications	THR	76.0	13 X 21	6	123	\$149.00	\$260.00	\$260.00	\$3,241.00	1	\$3,241.00	8/25
El Diario	FRI	54.3	10 25 X 12.5	5	62.5	\$27.10	\$350.00	\$850.00	\$2,345.75	1	\$2,345.75	8/26
La Voz Libre	THR	44.6	10 34 X 16	5	80	\$15.00	\$160.00	\$320.00	\$1,820.00	1	\$1,820.00	8/25
Activa	WED	36.0	13 X 21.5	6	123	\$15.40	\$200.00	\$400.00	\$2,355.00	1	\$2,355.00	8/24
Union Hispana	FRI	26.0	10 5 X 15	5	65	\$18.45	\$100.00	\$200.00	\$1,358.25	1	\$1,358.25	8/24
El Economista	WED	31.5	10 X 13	6	65	\$20.22	\$250.00	\$300.00	\$1,644.20	1	\$1,644.20	8/24
<b>POROBIA TOTAL</b>		<b>107.3</b>							<b>\$12,372.10</b>	<b>12</b>	<b>\$35,477.40</b>	

<b>RACES FESTIVAL ON JAMBOO/October 27</b>												
La Gaceta"	FRI	26.0	10 X 14.5	6	82.4	\$6.50	\$128.00	\$240.00	\$861.25	1	\$861.25	10/24
La Gaceta International	THUR	21.0	10 X 14 X 16	4	64	\$20.00	\$120.00	\$240.00	\$1,200.00	1	\$1,200.00	10/24

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# New Additions

## MAPLEWOOD HISPANIC COMMUNITY EVENT NEWSPAPER PLAN

EVENT/MARKET/DATE	PUB DAY	CIRC	DM	COLS	TOTAL OPEN RATE	COLOR CHARGE	ACOLOR CHARGE	FULL PAGE CHARGE	FULL PAGE RATE	SPOT COLOR CHARGE	2C RATE	# OF NS	TOTAL COST FP/2C	MS. DATES
<b>FORT HOOD FESTIVAL</b>														
KILLEEN/August 4														
ARRIBA	FRI	6.0	\$ 394 X 13	6	61	\$0.38	\$150.00	\$150.00	\$800.00	\$800.00	\$800.00	1	\$850.00	7/25
LA PRENSA	WED	19	13 X 21	6	124	\$12.00	\$150.00	\$270.00	\$1,512.00	\$1,682.00	\$1,682.00	1	\$1,682.00	7/31
TIEMPO	WED	5	13 X 21 1/4	6	107	\$4.25	N/A	N/A	\$82.50	\$82.50	\$82.50	1	\$1,682.50	7/31
<b>TOTAL</b>		21.0												
<b>SALSA FESTIVAL</b>														
NEW YORK/August 31														
El Especial	WED	74.0	10 1/2 X 13	4	62	\$40.40	\$150.00	\$360.00	\$2,080.00	\$2,230.00	\$2,440.00	1	\$2,440.00	8/24
El Diario La Prensa	SUN-FRI	60.0	9 13/16 X 13 1/2	6	41	\$47.25	\$250.00	\$450.00	\$1,827.25	\$4,177.25	\$4,277.25	1	\$4,277.25	8/24
La Voz Hispana	WED	58.0	9 7/8 X 14	4	56	\$30.36	\$250.00	\$440.00	\$1,700.40	\$1,936.00	\$2,200.00	1	\$2,200.00	8/24
Impresión Latina News	WED	63.0	10 X 14	6	70	\$42.00	\$250.00	\$500.00	\$2,840.00	\$3,190.00	\$3,440.00	1	\$3,440.00	8/24
<b>NEW YORK TOTAL</b>		247.0												
<b>MIAMI CENTENNIAL</b>														
MIA/July 29														
El Nuevo Herald	DAILY	102.2	13 X 21	6	128	\$40.75	\$665.00	\$824.00	\$6,154.50	\$5,829.50	\$4,958.50	1	\$5,958.50	7/24
El Diario	WED	97.7	10 X 13	6	65	\$24.45	\$294.00	\$296.00	\$1,549.25	\$1,735.25	\$1,884.25	1	\$1,884.25	7/24
El Tiempo	WED	98.6	13 X 21	6	120	\$30.00	\$400.00	\$700.00	\$3,780.00	\$4,160.00	\$4,480.00	1	\$4,480.00	7/25
<b>MIAMI TOTAL</b>		288.4												
<b>JUAN GABRIEL CONCERT</b>														
SAN BERNARDINO/September 1														
Tu Mundo	THUR	340.0	10 X 12	6	60	\$60.02	\$350.00	\$700.00	\$4,854.20	\$6,206.20	\$6,853.20	1	\$6,853.20	8/24
White Newspaper Group	WED	317.7	13 X 21 1/2	6	120	\$75.69	\$427.95	\$624.20	\$7,676.00	\$10,122.95	\$10,498.20	1	\$10,498.20	8/24
La Opinion	DAILY	100.0	13 X 21 1/2	6	129	\$30.35	\$320.00	\$520.00	\$1,916.15	\$2,238.15	\$2,450.15	1	\$2,450.15	8/24
El Diario Group Publications	THUR	78.0	13 X 21	6	126	\$23.50	\$144.00	\$260.00	\$2,961.00	\$3,141.00	\$3,241.00	1	\$3,241.00	8/24
<b>POMONA TOTAL</b>		833.7												
<b>PAN AMERICAN FESTIVAL</b>														
CHICAGO/August 17-18														
La Prensa	THUR	150.0	10 9/16 X 13	6	85	\$61.00	\$300.00	\$600.00	\$2,135.00	\$2,415.00	\$2,815.00	1	\$2,815.00	8/15
La Unidad News	THUR	150.0	10 X 13	6	78	\$46.00	\$125.00	\$250.00	\$1,560.00	\$1,625.00	\$1,780.00	1	\$1,780.00	8/15
El Sol	THUR	171.0	10 13/16 X 14	5	70	\$25.71	\$300.00	\$450.00	\$2,486.70	\$2,786.70	\$2,946.70	1	\$2,946.70	8/15
El Tiempo	THUR	50.0	10 13/16 X 13	5	65	\$46.15	\$225.00	\$455.00	\$1,900.00	\$2,125.00	\$2,435.00	1	\$2,435.00	8/15
<b>CHICAGO TOTAL</b>		421.4												
<b>TOTAL ADDITIONAL</b>														